DRAWINGS

Replacement drawings for FIGs. 2-17 are attached. These replacements are intended to satisfy the Examiner's objections without making any substantive changes to the content or teachings of the drawings.



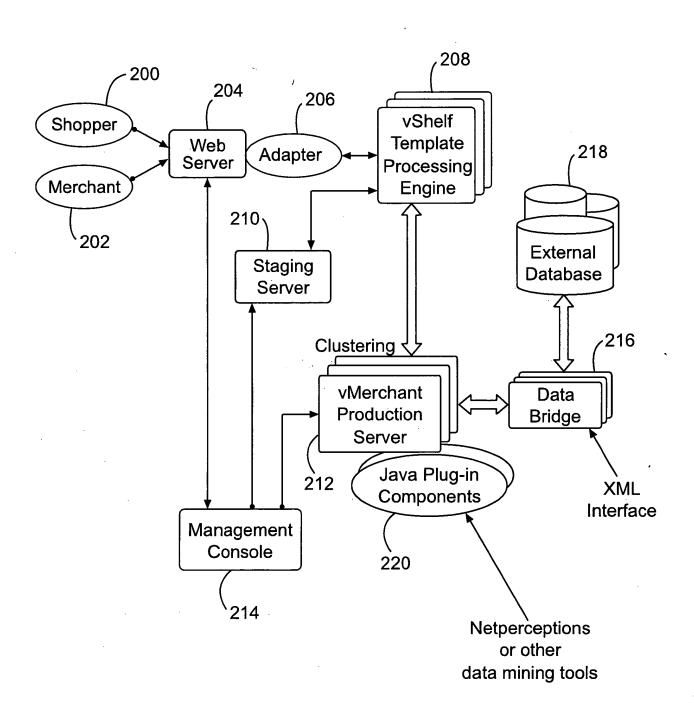


Fig. 2



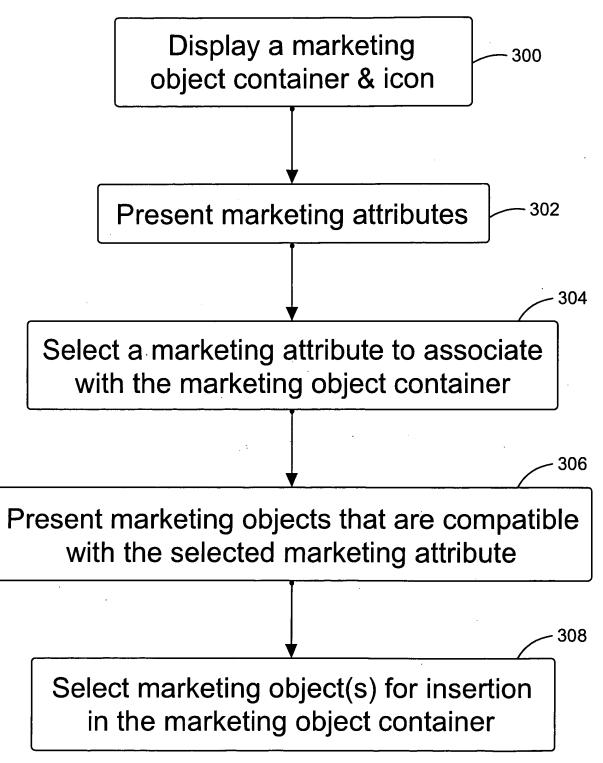
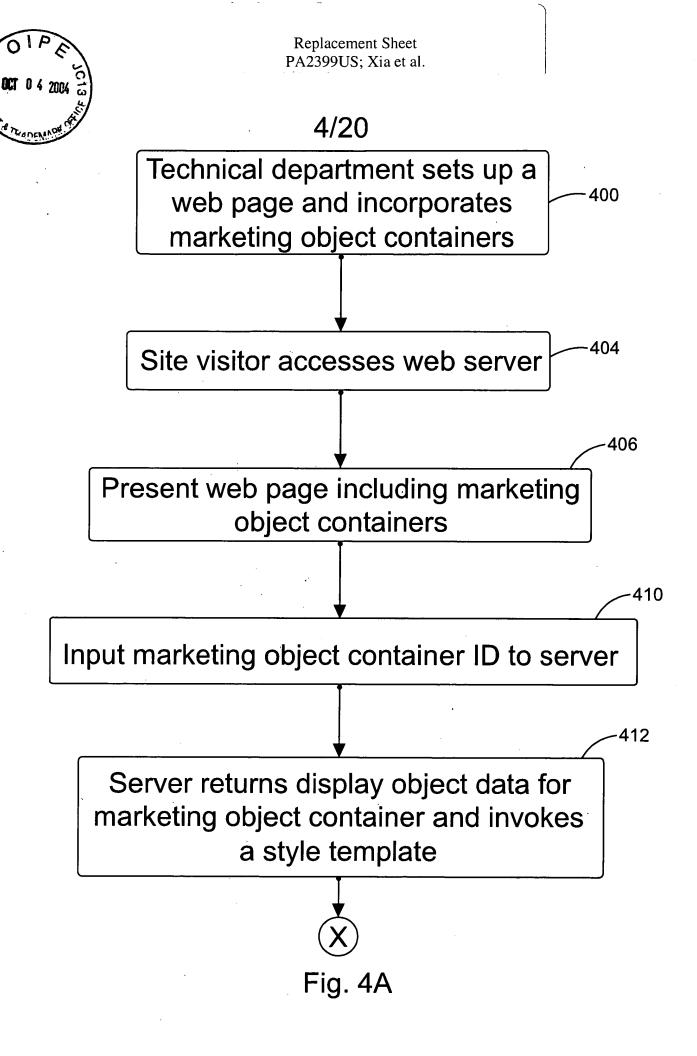


Fig. 3



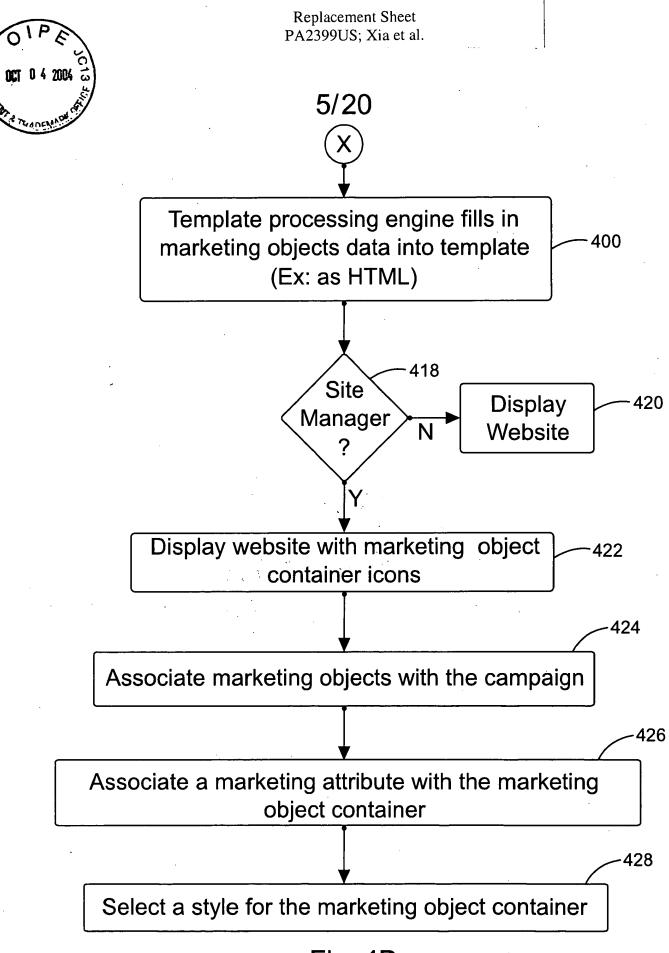


Fig. 4B



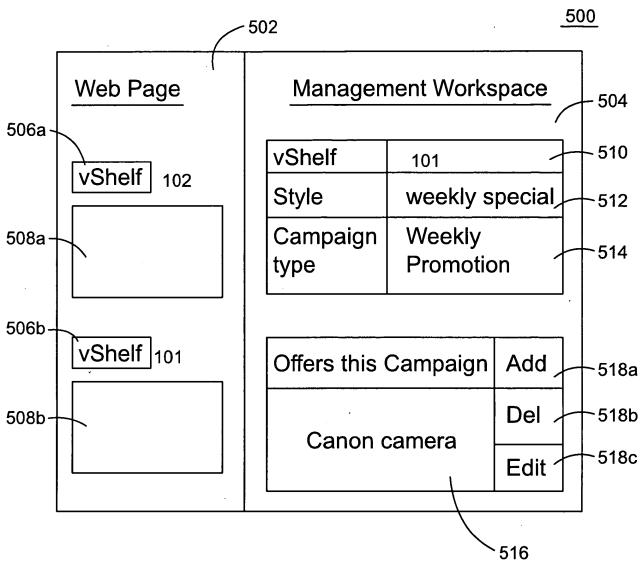
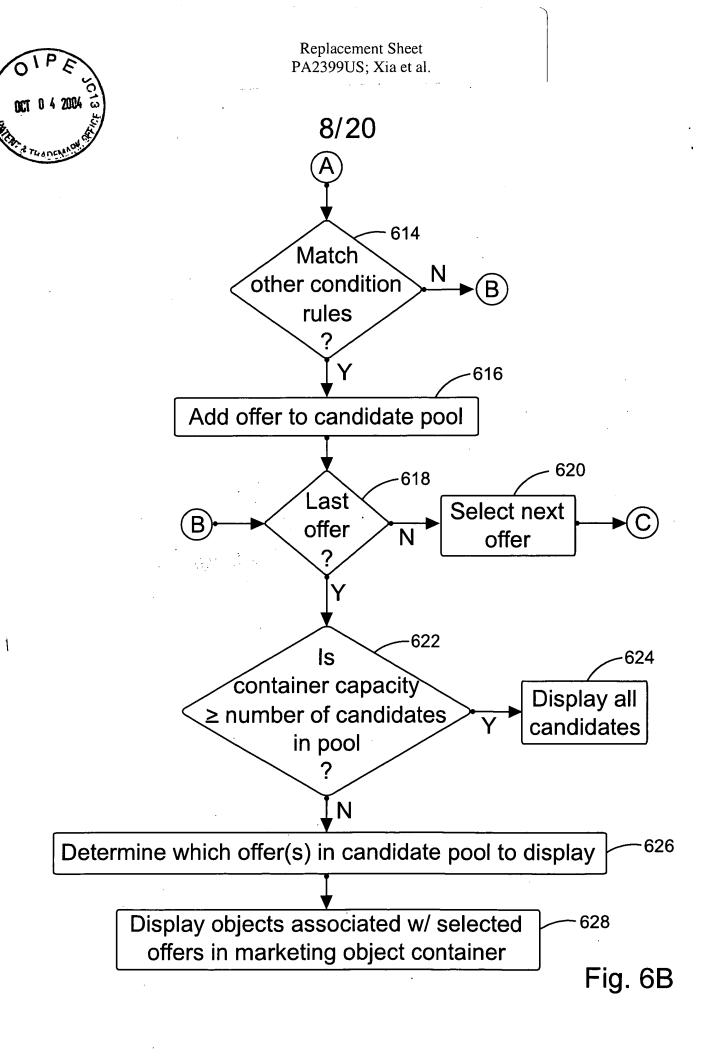


Fig. 5





Feature Binding

Marketing Container ID	Feature			
102	Cross sell			

Fig. 7A

Feature Table

700

Feature	Current Item	ltem /		
Cross sell	Canon camera	Camera pouch		
Cross sell	Canon camera	Slide pager		
Up sell	Canon camera	Nikon camera		

Fig. 7B



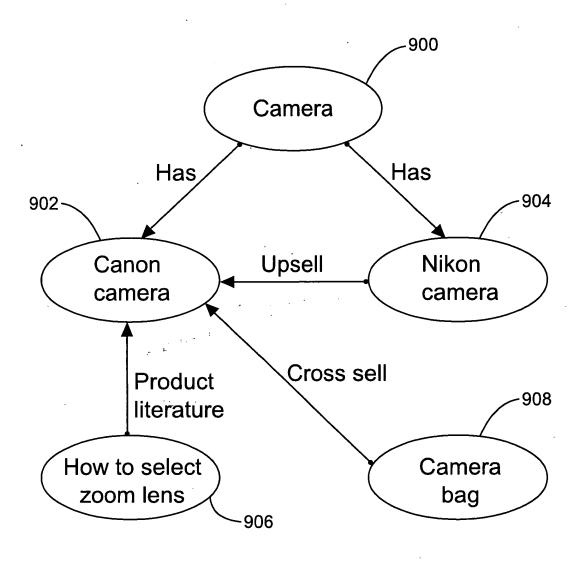


Fig. 8



Fig 9A
Fig 9B
Fig 9

Cross Sells in the Feature Table (semantic network)

Featu- re	Current Item	Item	Starting time	Ending Time	Marketing Object Container	Targe- ting Group	Cont- ext Targe- ting
Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	Leather Photo/Audio Pouch Item 916218137347	Jun 10 1999 10:00 PM	Jul 10 2001 10:00 PM	410; 1001120 3;		For Men
.Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	35mm Slide Pages, 50 Pk. Item 916218137687	Jun 10 1999 10:00 PM	Jul 10 2000 10:00 PM	410; 1001120 3;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Clamplite Camera/Video Illumination Device Item 916218136025	Jun 10 1999 11:00 PM	Jul 10 2000 11:00 PM	410;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Leather SLR Compartment Case Item 916218147792	Jun 10 1999 11:00 PM	Jul 10 2001 11:00 PM	410;		·
Cross Sell	Kids II Easy-Fit Soft Sole Shoes Item 916218141753	© Disney Ursula Doll Item 916218139290	Jun 10 1999 11:00 PM	Jul 10 2001 11:00 PM	410;		



				,		
Cross	Hewlett Packard	Hewlett Packard	Jun 10	Jul 10	410;	
Sell	Laserjet 3100se	Bright White	1999	2001		
	Printer	Inkjet Paper	11:00	11:00		
	Item 916218146440	Item 9126218145729	PM	PM		
Cross	Camping Package	Holga 120S Box	Jun 12	Jul 12	410;	 Deal
Sell	item 1216	Camera	1999	2004		Fin-
	•	Item 916218137016	1:00	1:00		der;
			РМ	PM		
Cross	Canon EOS Rebel	ColorPage -	Jun 24	Jul 27		
Sell	G with Tamron 28-	Color Scanner	1999	2000		
00	80mm Zoom Lens	Item 916218135705	11:00	11:00		
	Item 916218136466	,	AM	AM		
Cross	Camping Package	Tour Gate	Jun 27	Jul 27	1001120	
Sell	Item 1216	Package	1999	2000	7;	
		Item 2007	12:00	12:00	''	
			PM	PM		
Cross	JBL 2-Way Dual 4-	Bic 70 Watt 10"	Jun 27	Jul 27		
Sell	1/2 Center	Powered	1999	1999		
Jeli	Channel Speaker	Subwoofer	6:00	6:00		
	Item 916218148833	Item 916218150185	PM	PM		
Cross	Bic 70 Watt 10"	JBL 2-Way Dual	Jun 27	Jul 27		
Sell	Powered	4-1/2 Center	1999	1999		
Sell	Subwoofer	Channel Speakr.	6:00	6:00		
	Item 916218150185	Item 916218148833	PM	PM		
0						 -
Cross	The Crosley 1930's	Crosley Country	Jun 27	Jul 27		
Sell	Bluebird Radio	Wall Phone Item 916218138008	1999	2000		
	Replica Item 916218137898	110111 9 102 10 130000	8:00	8:00		
			PM	PM	1001100	
Cross	Canon EOS Rebel	Vivitar ViviCam	Jun 28	Jul 28	1001120	
Sell	G with Tamron 28-	2500 Digital	1999	1999	3;	
	80mm Zoom Lens	Camera	5:00	5:00		
	Item 916218136466	Item 916218146951	AM	AM		
Cross	Canon EOS Rebel	ColorPage –	Aug 25	Sep 24		}
Sell	G with Tamron 28-	Color Scanner	1999	1999		
	80mm Zoom Lens	Item 916218135705	2:00	2:00		
	Item 916218136466		PM	PM	<u> </u>	

Fig 9B



Replacement Sheet PA2399US; Xia et al.

Fig. 10

Look up feature table & identify related items

for looked up feature

1112





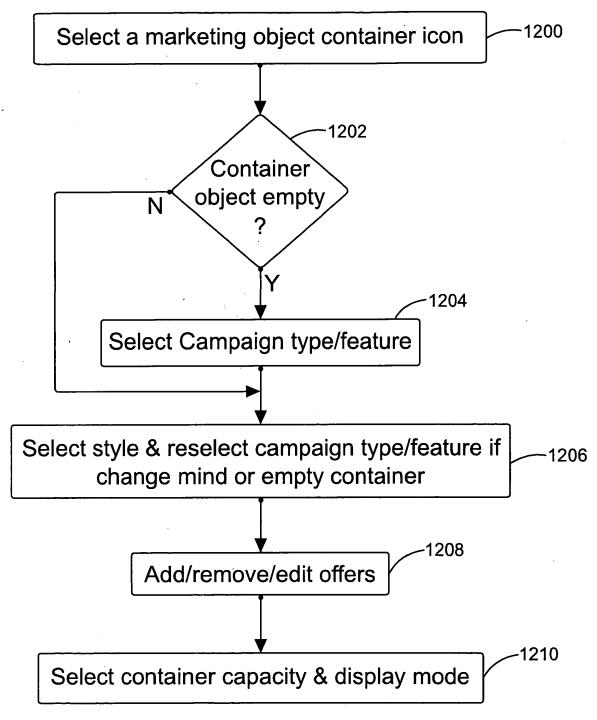


Fig. 12



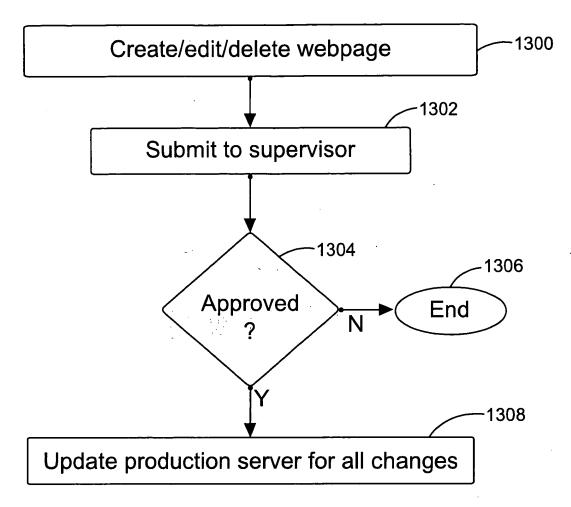
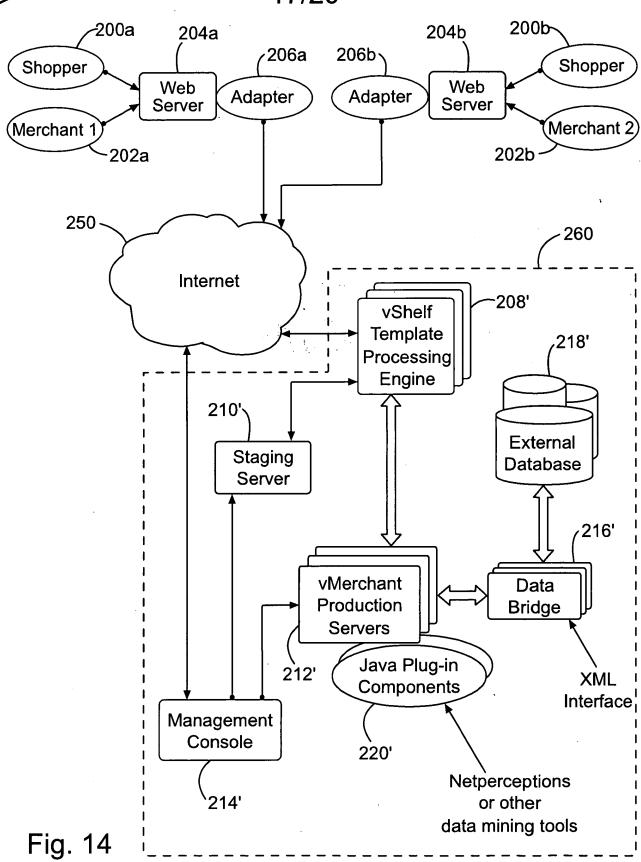


Fig. 13







1400 Rent out a marketing object container to a first party, wherein the marketing object container is presented in a webpage controlled by a second party 1402 The first party associates an attribute with the marketing object container 1404 The first party selects a marketing object(s) for insertion into the marketing object container 1406 The attribute and selected marketing object(s) are sent to be associated with the marketing object container and automatically presented on the webpage

Fig. 15



1500 Provide a marketing object container associated with a first party 1502 Associate the first marketing object container with a first website, wherein the first website is associated with a second party 1504 Associate a second marketing object container with a second website, wherein the second marketing object container is associated with the first party and the second website is associated with a third party 1506 Associate a marketing attribute with the first marketing object container and automatically associate the marketing attribute with the second marketing object container 1508 Select a marketing object(s) for insertion into the first marketing object container and automatically inserting the marketing object(s) into the second marketing object container

Fig. 16



Rent out a first marketing object container to a first party, wherein the first marketing object container is presented in a first webpage controlled by a second party

Rent out a second marketing object container to the first party, wherein the second marketing object container is presented in a second webpage

controlled by a third party

The first party associates an attribute with the first marketing object container and the same attribute is automatically associated with the second marketing object container

The first party selects a marketing object(s) for insertion into the first marketing object container

Automatically insert the selected marketing object(s) into the second marketing object container

Fig. 17

•

1602

1600

1604

1606

1608